
Submission date: 28-Jul-2024 12:48AM (UTC+0800)

Submission ID: 2277289513

File name: Rami_AbuLaban.docx (23.9K)

Word count: 1015

Character count: 6254

The Importance of UX/UI Design for Websites

❖ Introduction

The design of User Interface (UI) and User Experience (UX) is crucial for the success of websites. This research explores the significance of UX/UI design through a literature review and analysis of six selected papers.

❖ Literature Review and Critical Analysis

Paper 1: "Unlocking the Power of Design Thinking: Revolutionizing UX Research, Design, and UI Implementation"

- **Objectives:** Explore the transformative potential of design thinking in UX/UI design.
- **Methods:** Literature review, case studies, industry insights.
- **Key Findings:** Design thinking enhances innovation, user satisfaction, and business success by prioritizing empathy, collaboration, and iteration.

Critical Analysis:

- Strengths: Comprehensive methodology, practical applications.
- Weaknesses: Limited academic focus.
- Methodology Evaluation: Reliable and comprehensive.

Paper 2: "Designing The UI/UX of a Website Introducing Traditional Culture Focusing on Dance Using the User-Centered Design Method"

- **Objectives:** Develop a UI and UX for a website introducing traditional culture with a focus on dance.
- **Methods:** User-Centered Design (UCD) methodology, System Usability Scale (SUS).
- **Key Findings:** Developed a prototype for a dance learning website with an SUS score of 88.625.

• **Critical Analysis:**

- Strengths: Comprehensive methodology focused on user needs.
- Weaknesses: Limited to a specific audience.
- Methodology Evaluation: Strong methodology using SUS.

Paper 3: "A Systematic Literature Review on User Interface Design for Web Applications"

- **Objectives:** Gather related works highlighting issues and proposed solutions in UID for web applications.
- **Methods:** Systematic literature review
- **Key Findings:** Identified gaps in existing works, motivating future research in UID.
- **Critical Analysis:**
 - Strengths: Comprehensive review, identifies research gaps.
 - Weaknesses: Lacks practical application details.
 - Methodology Evaluation: Structured and thorough.

Paper 4: "Designing User Interface of a Mobile Learning Application by Using a Design Thinking Approach: A Case Study on UNI Course"

- **Objectives:** Design a mobile learning application interface using design thinking.
- **Methods:** Case study, design thinking approach.
- **Key Findings:** Design thinking improves user experience and engagement in mobile learning applications.

Critical Analysis:

- Strengths: Practical application, detailed case study.
- Weaknesses: Limited generalizability.
- Methodology Evaluation: Effective use of design thinking principles.

Paper 5: "Penerapan Metode Double Diamond pada Desain User Interface"

- **Objectives:** Apply the Double Diamond method to UI design.
- **Methods:** Double Diamond method, iterative design.
- **Key Findings:** Double Diamond method enhances UI design through iterative processes.
- **Critical Analysis:**

- Strengths: Clear methodology, iterative improvements.
- Weaknesses: Limited to specific design phases.
- Methodology Evaluation: Practical and iterative approach.

Paper 6: "Design Thinking Applied to Smart Home Projects: A User-Centric and Sustainable Perspective"

- **Objectives:** Apply design thinking to smart home projects for a user-centric and sustainable perspective.
- **Methods:** Design thinking approach, case studies.
- **Key Findings:** Design thinking fosters innovation and user satisfaction in smart home projects.
- **Critical Analysis:**

- Strengths: Focus on sustainability, user-centric approach.
- Weaknesses: Limited to smart home context.
- Methodology Evaluation: Effective and innovative.

❖ **Analysis**

- **Trends:** Focus on improving user experience and interactive interface design using various methodologies such as UCD and design thinking.
- **Gaps:** Need for more theoretical studies to enhance academic understanding and broader evaluations to improve generalizability.

❖ **Conclusion**

UX/UI design is essential for improving user interaction with websites. The reviewed papers provide comprehensive insights into enhancing user experience through various methodologies. More theoretical and practical research is needed to expand understanding and application.

❖ **Summary Table**

Year	Authors	Methodology	Key Findings	Weaknesses/Limitations
2024	W.A.P. Nugraha	Literature review, case studies, industry insights	Enhanced innovation and user satisfaction through design thinking	Limited academic focus
2024	M.W.A. Prastya et al.	UCD, SUS usability testing	Prototype for cultural dance learning site with SUS score of 88.625	Limited audience
2024	N.A. Shamat, S. Sulaiman, J.S. Sinpang	Systematic literature review	Identified gaps in UID research	Lacks practical application details
2024	R. Anggraini, I. Pratama, N.A. Putri	Case study, design thinking approach	Improved UX in mobile learning apps	Limited generalizability
2024	F. Kurniawati, A. Setiawan, A. Jati	Double Diamond method	Enhanced UI design through iterative processes	Limited to specific design phases
2024	A. Herlambang, D. Wicaksono, I	Design thinking approach, case studies	Innovation and user satisfaction in smart home projects	Limited to smart home context

❖ References

MLA Style:

- Nugraha, Wildan Akbar Putra. "Unlocking the Power of Design Thinking: Revolutionizing UX Research, Design, and UI Implementation." 2024. [Link to Paper](#)
- Prastya, M. Wildan Alvian, et al. "Designing The UI/UX of a Website Introducing Traditional Culture Focusing on Dance Using the User-Centered Design Method." 2024. [Link to Paper](#)
- Shamat, Nur Atikah, Shahida Sulaiman, and Jacline Sudah Sinpang. "A Systematic Literature Review on User Interface Design for Web Applications." 2024. [Link to Paper](#)
- Anggraini, R., Pratama, I., & Putri, N. A. "Designing User Interface of a Mobile Learning Application by Using a Design Thinking Approach: A Case Study on UNI Course." 2024. [Link to Paper](#)
- Kurniawati, F., Setiawan, A., & Jati, A. "Penerapan Metode Double Diamond pada Desain User Interface." 2024. [Link to Paper](#)
- Herlambang, A., Wicaksono, D., & Firmansyah, I. A. "Design Thinking Applied to Smart Home Projects: A User-Centric and Sustainable Perspective." 2024. [Link to Paper](#)

APA Style:

- Nugraha, W. A. P. (2024). Unlocking the Power of Design Thinking: Revolutionizing UX Research, Design, and UI Implementation. [Link to Paper](#)
- Prastya, M. W. A., et al. (2024). Designing The UI/UX of a Website Introducing Traditional Culture Focusing on Dance Using the User-Centered Design Method. [Link to Paper](#)
- Shamat, N. A., Sulaiman, S., & Sinpang, J. S. (2024). A Systematic Literature Review on User Interface Design for Web Applications. [Link to Paper](#)
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Title of the Research:

The Importance of UX/UI Design for Websites

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Date: Thursday, July 11

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